



A PART OF THE  
LASAN GROUP

**MARKETING PROPOSAL**



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ON BRAND...

# with an elevated, artistic, & creative flair

*My goal with this campaign was to present a grid focused Instagram, with interactive content across all other platforms, engaging the user. A lighter, crisp & fresh appeal was used in the photography and branding throughout.*



## MARKETING OBJECTIVES

- Reinforce & promote your brand
- Strong customer acquisition
- Strong customer retention
- Build & maintain customer relationships through digital marketing strategies
- Showcase mouth-watering menu items
- Improve your search rating
- Establish your restaurant as an authority on your concept
- Cross-promote new menu items, contests & special events or offers

## MARKETING STRATEGIES

### Digital Marketing

- Website & SEO
- Content Marketing
- Social Media
- Email Marketing
- SMS Marketing
- Review Sites
- Loyalty Programmes

### Traditional Marketing

- Direct Mail
- Contents & Giveaways
- Special Events

## DEVELOP & MAINTAIN

Before brainstorming any marketing activities, there are a few things to consider. By revisiting the brand with a marketing lens, taking a look at any positioning statements (vision or mission statements, value proposition etc.) you can truly grasp what your components may start to look like and bring those to fruition.

My vision for this proposal came together fairly quickly, to develop and implement a plan that will elevate the current brand, whilst remaining inline with current content and tone of voice. The passion in your brand is translated beautifully through your service and food, but is not showcasing it's best features online in my opinion, here's how you can do that...

*THE FLAME IS LIT,*

*THE PASSION IGNITED...*

*YOUR HEART QUICKENS,*

*SETTING YOUR PULSE  
RACING,*

*TOWARDS A CULINARY  
ODYSSEY.*

WHO IS YOUR

# TARGET AUDIENCE?



Your target audience is defined based on the demographics, psychographics, and behaviours of your customer segments. All restaurant marketing strategies should speak to one or more segment of your target market.

## ANALYSE

To analyse is to examine (something) methodically and in detail, typically in order to explain and interpret it.

If successful in the role, I would be able to access your analytics from multiple social media platforms providing me with insights to exactly who is viewing your content. Not only who, but also where, when, how and what they do with the content. Most analytics go as far as providing you with ages, genders, and even interests!

Points to consider when segmenting your market:

- Do they communicate on social media or review sites?
- What do they do before choosing to dine at a restaurant?
- Do they prefer to dine in or take out?
- What kind of events do they enjoy?
- Are they influenced by coupons or discounts?

With this information, I would be able to tailor the content being posted specifically to ensure the most engagement with posts and return on any paid content.

# let's analyse what we can for now...

## STRENGTHS

- Your social media presence is already established with a significant following
- Photography of outdoor and indoor seating areas are of high quality and look very inviting
- Live talent is showcased to advertise special events to clients
- A healthy mixture of photo's and videos



## OPPORTUNITIES

- Hashtag improvement to appear in more searches
- Narrative voice tone works well but could be more friendly with some humour/emojis
- 1/3 of photo's are Steak, there is a massive opportunity to capitalize on the bar sales & different menu offerings through marketing cocktails/drinks and variety of dishes
- Possibility to reach other markets through various platforms such as Tiktok



## WEAKNESSES

- No community management on Facebook, very little on Instagram or Twitter
- Last Facebook/Instagram post over 2 weeks ago
- Some low quality images off-setting overall look of pages in comparison to other images quality
- Variety of menu not shown
- Not grid focused



## THREATS

- Competitors vary in their posts advertising such things as Set Lunch menu's which is currently not being done at Fiesta Del Asado
- New menu offerings and promotions aren't being promoted leaving nothing to excite the customer to return again
- No community management leaving online clients without answers to questions or quirky and fun replies to messages on posts

# Defined Objectives

## BRANDING

Your brand introduces you, its your reputation - and you want to have an impressive one. In almost everything you do from decor to marketing materials, the brand will be reflected in such. Promoting your brand is vital to capturing the attention of your target audience and sticking out in their memory when they're deciding where to eat.

## CUSTOMER ACQUISITION

This is the obvious objective when in the restaurant industry: to fill tables, to fill bellies, get card swipes on terminals and collect cash. There are various campaigns I can conduct to get your new clients through your door.

## CUSTOMER RETENTION

These are campaigns I will use in effort to secure repeat business. Some retention strategies can include capturing customer information and mixing branding and acquisition strategies. Customer retention initiatives make sure you can easily lure customers back in with incentives.

## SEO (SEARCH ENGINE OPTIMIZATION)

SEO is the practice of optimising your website for search engine results, particularly Google. My goal is to rank the highest on search engine page results (SERPs) when people use search terms that are relevant to your restaurant's concept, type of food, and location. There are several ways I can develop your website so that it's optimised for Google's indexing algorithm. Here are some of the basic best practices when I am working with SEO:

- Original (Non-plagiarised) Content
- Using Google Keyword Planner
- Optimizing Title Tags in the backend of your website
- A Relevant Meta Description
- High Authority Backlinks to your website
- A Responsive, Optimized Design ready for PCs, tablets and mobile phones

## CONTENT

Content marketing uses blog posts, videos, images, and SEO to:

- Improve your search ranking
- Reinforce your brand
- Remind your followers you exist
- Establish your restaurant as an authority on your concept

By adding an elevated look to your content while remaining true to your roots, your current client base will be enticed to return whilst simultaneously attracting new business. Content can also be recycled from chain to chain with the same message, yet different copy, tone and style.

Through an effectively planned content calendar and content automation I could showcase:

- New menu items
- Articles (ex. 8 Ways to Serve Steak Dinners)
- How-to articles
- Interviews with your staff
- History of your cuisine
- Special events
- Customer profiles
- Job postings

## DIVING DEEPER INTO SUCCESS...

A well-rounded marketing plan includes different elements of traditional methods of marketing as well as digital marketing.

As content and SEO was previously discussed, I will touch on other initiatives in this next section.

# Social Media: Facebook

To avoid inundating your audience, I would suggest posting maximum two times a day. Facebook would be used for maintaining customer relationships, promoting special events, showcasing new menu offerings, marketing incentives - and through those initiatives would attract new customers organically.

When something is posted to Facebook, it is called creating an organic post. You should know that organic posts from businesses are not nearly seen by followers as much as they were in past years. If you really want to increase reach and engagement on Facebook, you'll need to pay for Facebook advertising.

### Types of Organic Posts:

- New menu items
- Special dishes and menus
- Events
- Contests
- Promotions and coupons
- Job postings
- Partner content
- Media coverage
- Event photos/videos

Facebook advertising however allows you to boost your posts across different audiences, promote your whole page to new groups, advertise offers and send people to your site.

Some different types of campaigns based on goals you may be trying to achieve that you can run with Facebook advertising are:

- Boosting brand awareness
- Increasing store footfall
- Building local awareness
- More website conversions
- Event advertisements
- Call to action offers
- Form fill advertisements
- Page likes/post engagement

When creating ad sets, Facebook gives you the following criteria to filter:

Gender, Age, Location (down to the street, neighbourhood, city, and country level), and Interests (competitor restaurants, cuisine type, menu items, etc.) You can also exclude certain interest groups and narrow your search by including “must-have” interests.



# Social Media: Instagram

Instagram is a photographers best friend, and users love to see an aesthetically pleasing feed. Instagram would be used for showcasing mouthwatering photos and videos of your menu items, engaging with your audience, and spreading awareness of your brand.

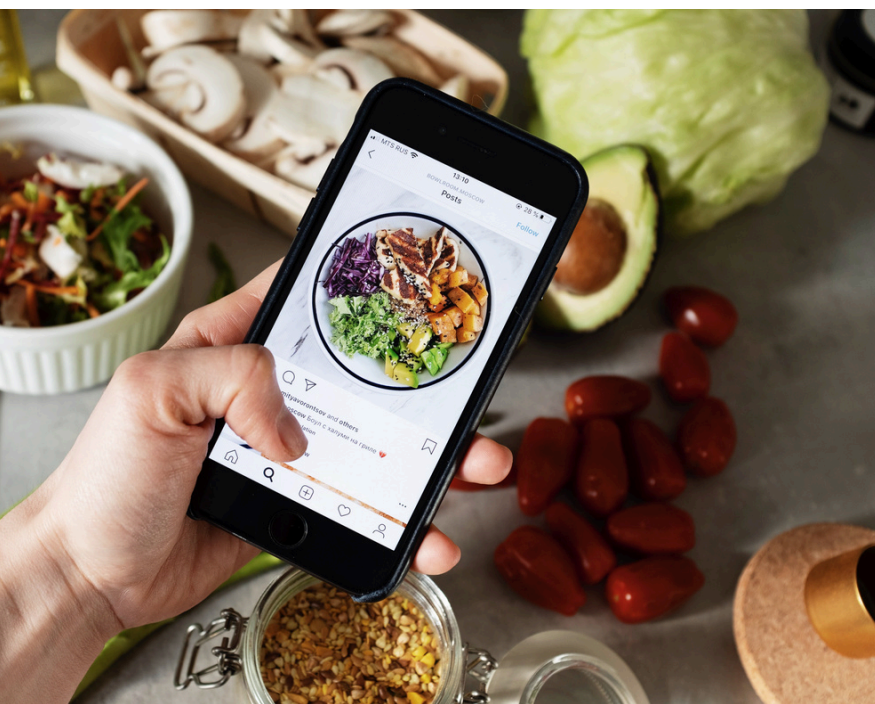
Instagram is where restaurants take a big precedence in marketing. "Foodies" or a "foodie" is a person who has an ardent or refined interest in food and who eats food not only out of hunger but due to their interest or hobby and is passionate about food... they also love to post photos of the next best Instagramable dish. This is why the approach to the photography and overall grid layout has been enhanced in the following areas:

- Image quality & clarity
- Studio backdrops
- Variety of angles
- Variety of dishes
- Variety of cocktails
- Reposts from customers
- Celebration of national days and holidays

Although the same dish and cocktails are shown with sticking in the budget, I tried to showcase a grid that combined all aspects of the noted above with an imaginative spirit!

Posting organically on Instagram is quite effective, while implementing other strategies such as community management, to build and maintain a following that will engage with your posts. Some typical Instagram keys that I stick too include but are not limited too:

- Posting great photos
- Sharing more than food
- Always responding to comments and messages
- Engaging with customers and partners
- Use the story feature
- Niche hashtags/geotags
- Instagram story ads
- Promoting posts quick
- Appropriate emoji usage





# Social Media: Twitter

Twitter is used for moment to moment updates on situations that arise, promotions, customer relations, and customer service. Posting on this platform is not limited. Three or more times daily is a standard for restaurants. Marketers have always questioned the value of Twitter, but it is still an entire market of people that you need to reach. With saying that, I suggest prioritising other social media platforms over Twitter, yet always remaining active on the platform for customers to contact you. Some twitter basics:

- Two to three hashtags per post
- Post links to blog posts, videos, events, and websites
- Engage by retweeting mentions, customers and partners

# Email Marketing

Email marketing is an effective way to: Deliver educational information and great stories to people who are interested in you, entice an engaged audience with promotions, promote special events, and encourage customer loyalty. Through dedicated newsletters & email blasts, you can achieve great marketing results. Here are some ways to boost your email database:

- Run contests that require entrants to submit an email address
- On the submission form on your website
- Provide an e-newsletter sign up sheet at all events
- Paid email lists are available with accurate analytics

Ways to measure success:

- Clickthrough rate
- Hard bounce rate
- Soft bounce rate
- Open rate
- Unsubscribe rate



# SMS Marketing

Text message marketing is useful for two reasons, it is direct marketing to the client and the open rate in comparison to an email is a lot higher. There are some applications and platforms that can be easily integrated into this proposal to automate the process which would allow you to send content via SMS directly to the customer about:

- Offers and promotions
- Post visit surveys
- Waitlist notifications with opt-in asks
- Clear call to actions (offer code or website visit)

# Review Sites

Many restaurants see review sites as a place to answer to customer complaints, however most have optimized their websites to favourite the establishments, and are incredible advertising platforms. You can add photo's, hours of operation, directions etc. The first step is always to 'claim your restaurant.'

Community Management is of the upmost importance on all review platforms for restaurants. All reviews, whether positive or negative, require a response from the community manager. Ensuring you are cordial when responding to negative responses, while acting as a customer service ambassador on social media platforms is imperative.

# Loyalty Programme

Let's start with the El Barrio Privilege Card, Fiesta del Asado's truly unique loyalty and rewards card loaded with many scrumptious benefits. I LOVE IT! Being a foodie myself, working and dining in many restaurants, I can truly say I stand behind this programme and its benefits. Where do I sign up?! What does the card look like?!

These are questions we can answer with Social Media posts, promoting return customers and boosting brand awareness. I know for a fact that everybody loves to receive something for free on their birthday, especially from restaurants! The 2-4-1 cocktail offer is also spectacular as typically 25% of restaurants profits come from their bar! The benefits of marketing your loyalty program would do several things for your brand:

- Higher average bill size
- Customer retention
- Increase customer referrals
- Improve customer communication

# ALTERNATIVE METHODS.

## THE POWER OF TRADITIONAL MARKETING

While digital marketing jobs are on the rise, and the people with the skillset are in demand, you cannot doubt or overlook the efforts of what is now called traditional marketing.

### DIRECT MAIL

Using direct mail sends print marketing such as flyers, coupons, take-home menus or invitations to exact post codes.

### EVENTS

Whether its becoming involved in local festivals or charity events, or hosting your own party, events are spectacular ways to market yourself to a large group of people... when we are allowed that is!

*however...*



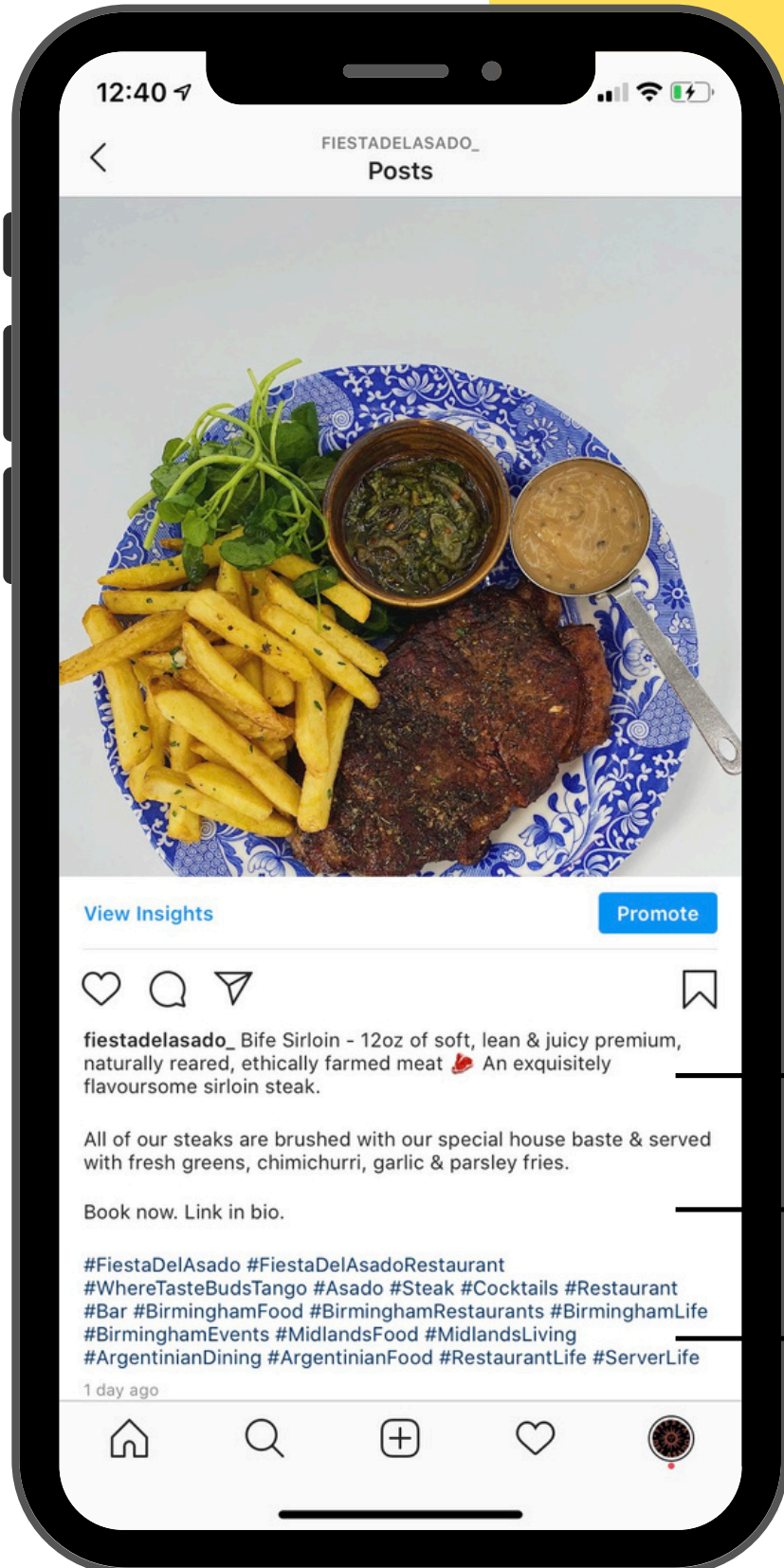
**LETS DIVE INTO YOUR  
SOCIAL MEDIA POSTS!**

# SOCIAL MEDIA MOCK POSTS.

## SHOW ME THE GOODS!

I am a visual learner myself, and believe that examples are firm ways of relaying a vision from one mind to another!

I have curated some examples of social media posts following the photoshoot done at your restaurant. The actuals may not reflect accurate to statements or menu.



HEAD TO  
@FIESTADELASADO\_  
ON INSTAGRAM TO SEE A  
MOCK GRID OF PHOTOS  
FROM THE SHOOT  
(NO CAPTIONS ON PHOTOS)

## Instagram

DESCRIPTIVE ON BRAND TEXT TO  
OPTIMIZE SEO RESPONSE AND  
VIEWERS READING EXPERIENCE  
USE OF RELEVANT EMOJIS

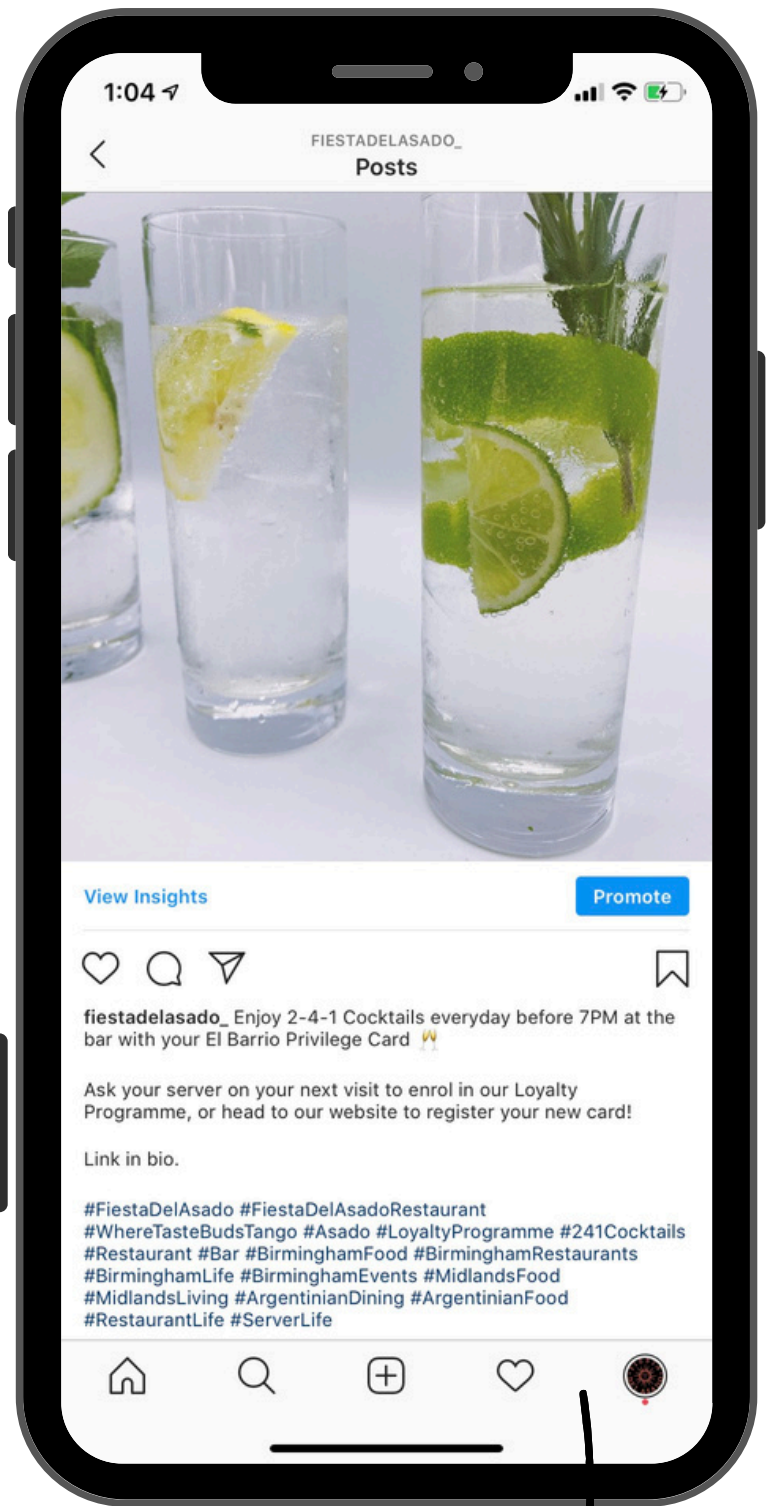
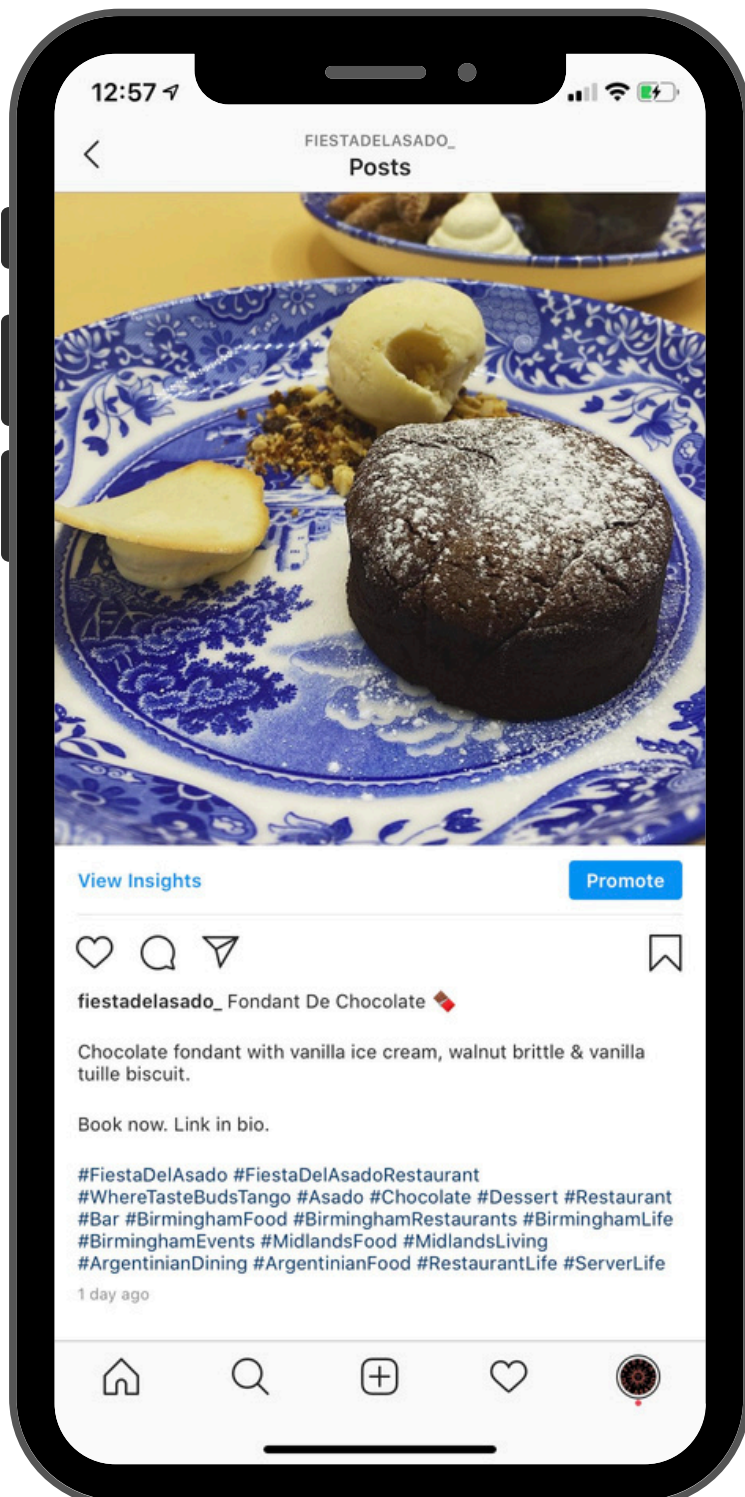
GREATER AREAS OF SPACING FOR  
READING EASE TO USER  
ADDITIONAL CALL TO ACTION

ORIGINAL ONBRAND HASHTAGS WITH  
CHANGES TO SOME THAT HAVE  
IMPROVED SEARCH RESPONSE AND  
MORE POSTS

# SOCIAL MEDIA MOCK POSTS.

CONTINUED.

## Instagram



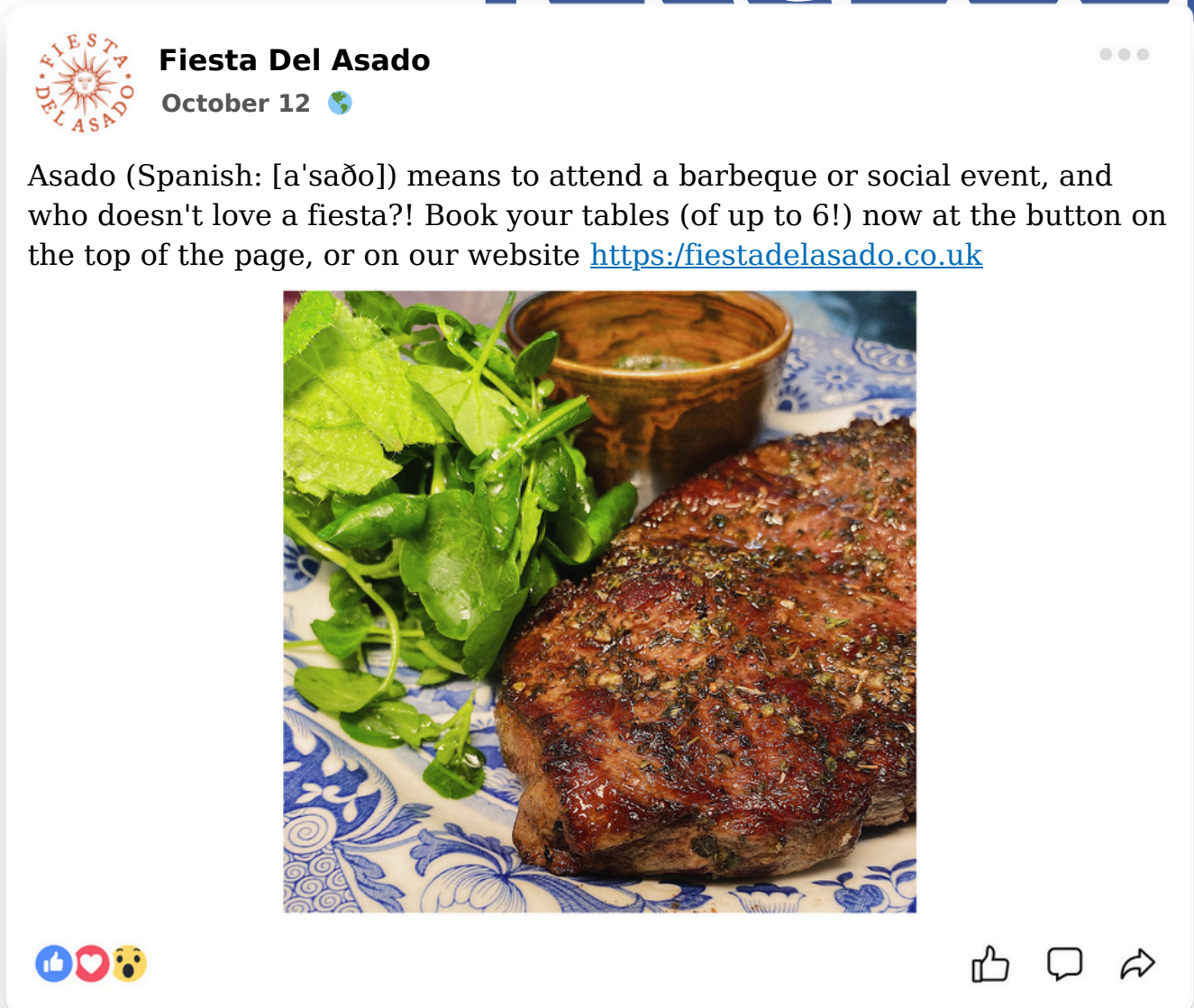
This post showcases what would look like Gin or Vodka based cocktails, with a crisp and clean image and studio backdrop.

The caption promotes customer retention by providing a call to action to enrol in the El Barrio loyalty programme, whilst attracting new or returning customers to sign up for an exclusive offer on cocktails.

SOCIAL MEDIA  
MOCK POSTS.

CONTINUED.

# facebook



Facebook is a family-friendly platform that consists more of a middle-aged to somewhat older crowd utilising call to action objectives and sharing content more than millennials would tend to compared to platforms like Twitter & Instagram.

This is where you have an opportunity to build a connection with your audience through education, relation, humour, influence & community management.

This post is fun and educational, on brand, recycled content from Instagram (different copy, tone & style), relates to current world topics, and has a call to action.

SOCIAL MEDIA  
MOCK POSTS.

CONTINUED.

# facebook



**Fiesta Del Asado**

October 12 🌐

Indulge your sweet tooth in some treats this Wednesday, October 14 for National Dessert Day. Shhh! We won't tell your dentist! Link in bio to book a table.



Twitter, the platform known for being short and sweet, now allows a 280 character limit, which has been raised from only 140 previously. This is the platform where you want to post quirky and fun captions, tweets pertaining to your brand and industry, retweets from customers and partners, and respond to any mentions or messages.

In this particular post, you have an aesthetically pleasing photo that is clean and easy to look at. A woman's hand is reaching for an Espresso Martini while a plate of churros sits against a studio backdrop, allowing the food and plate to pop to the forefront of the image.

The caption is celebratory of a Nationally recognized holiday for desserts which in turn should increase bookings.

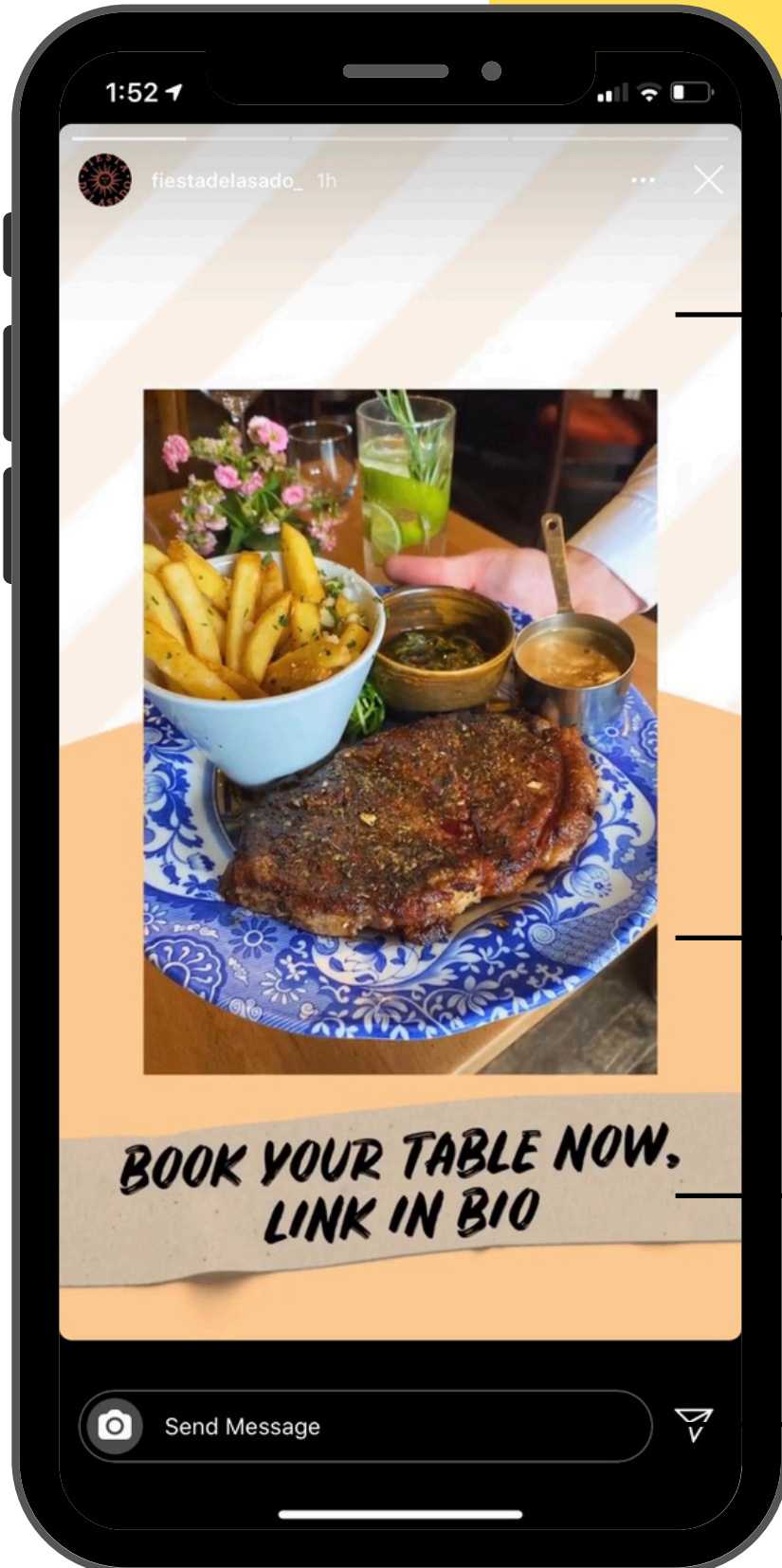
# SOCIAL MEDIA STORY IDEAS.

## Instagram

### STORIES ARE EVERYYYTHING!

The 'Story Feature' took the internet by storm when it was first launched and has gained popularity ever since.

It is a unique way of publishing content for 24 hours before it disappears, or you can publish series of stories on your homepage called highlights. Creating successful story posts for your brand can boost your popularity and promote or advertise with a unique, memorable experience.



MOVING GRAPHIC SAYING  
" DINNER IS SERVED "  
GO ONTO INSTAGRAM TO VIEW

HEAD TO  
@FIESTADELASADO\_  
ON INSTAGRAM TO VIEW  
CURRENT STORY IDEAS ON A  
REAL TIME SCALE  
EXPERIENCE THEM AS A USER

MOUTH-WATERING PHOTO RELATING  
TO MOVING GRAPHIC  
(A WAITER SERVING DINNER)

CALL TO ACTION  
APPEARS AFTER TOP GRAPHIC

STORY RESHARING IS TURNED ON SO  
VIEWERS CAN SEND THIS STORY TO  
THEIR FRIENDS OR REPOST TO  
FOLLOWERS



# SOCIAL MEDIA STORY IDEAS.

CONTINUED.

## Instagram



This series tells a visual and written story along with background music and moving graphics!

Educating the viewer that the restaurant is not just somewhere to eat, it is an Argentinian Experience! The post also educates on location of the restaurant(s) with the text.

All whilst captivating the viewer visually to watch to the end and not skip to the next.

Facebook would have identical stories.

# CONCLUSION.

*It has been a pleasure.*

I want to start off by taking the time to thank [redacted] and [redacted] for their brilliant scheduling and communication with me throughout this application process. May I say how much of an exciting opportunity this is to be presented with, and I am confident that if I am suitable for the role and needs of your business, I look forward to building a strong, long-lasting relationship.

## FLEXIBILITY

I welcome and look forward to any feedback from my application, photography, and anything presented in this proposal. I am completely flexible in all aspects of my approach and am willing to adapt to certain work practices, copywriting, or photography styles.



*With excitement,  
Daniel Garceau*